

Postgraduate discipline recruitment flyers 2012

Production guidance notes

INTRODUCTION

As the internet becomes increasingly important for PG recruitment, we need to ensure that our online information for all potential students is well signposted, as well as providing students with a physical reminder of the University to take away from open days and other recruitment events.

These guidelines will help you to produce **A5, two-sided, printed discipline recruitment flyers** for postgraduates, which you can give out at Open Days and other events to drive traffic to more detailed PG subject/discipline information online. These flyers will also work in tandem with the PG prospectus, providing a logical step for finding out more information about the subject areas listed in the prospectus.

The Communications, Media and Public Relations Division (CMPR), will design the flyer templates and edit the content for you, to a consistent style and format in line with current publications and the University brand.

The structure and required content outlined in this document is based on market research that tells us what students want to know about their potential course, discipline and university before making their decision. However, we will allow some flexibility within this template according to unique discipline needs, which you are welcome to discuss with us.

It is intended that these flyers act as alternatives for the lengthier, more costly PG discipline recruitment brochures, and will eventually replace the brochures altogether as more and more subject and course information is placed online.

Please note: Our scheduling ensures that these flyers are produced in a short space of time, ready for the November Postgraduate Open Day. Timely delivery depends on the timely production of your text and speedy turnaround of proofs, so we ask for your understanding and assistance. To help you plan in advance, **please note our key dates on page 4** of these guidelines. **If you have any problems or queries regarding these dates, please let us know as soon as possible and we will do our best to help.**

Design Studio workflow allows us to prioritise flyer production during October 2011. We can accept flyers until November and will complete those in production; however, please note that longer schedules will be experienced.

Sample print costs: To follow at a later date.

DESIGN AND PRINT

The Design Team designs the promotional flyer in line with the house style, closely following the style of the postgraduate prospectus.

IMAGES

Flyer photographs are chosen by the designers from our stock of photography. You can browse our image library online: www.staffnet.manchester.ac.uk/images

If you have images that you would like to be considered for inclusion in your flyer, please supply these at the start of the production process as **high resolution jpegs**.

PRINT RUN

Flyers are designed to have a shelf life of one year. Please estimate the quantity that you will need (in batches of 500) and let us know, by the very latest, when you submit your Purchase Requisition Form. Please also give full delivery location and contact details for your order.

TEXT

You are responsible for supplying text for all discipline-specific flyer content. Please supply this in its complete form as a Word file.

We will read your copy and edit to ensure a consistent style across all recruitment flyers. We will not, however, write text relating to your discipline or courses, nor check the accuracy of the information.

FLYER TITLE

The discipline title should be **the same as its counterpart in the postgraduate prospectus**, or - if your brochure covers more than one discipline - a combination of these. Eg 'Computer Science'; 'Creative Writing and Contemporary Literature'; 'Life Sciences'; 'Dentistry'.

HOUSE STYLE

To help ensure editing is kept to a minimum, please follow the University's House Style Guide for general rules applying to all University written materials, available online: www.staffnet.manchester.ac.uk/services/design-studio/house-style-guide

You may also find the following resources useful for general style principles that we adhere to: www.guardian.co.uk/styleguide
www.economist.com/style

We particularly encourage the use of **meaningful sub-headings** and **bullet points** to make text more concise and easier for readers to absorb quickly.

VITAL INFORMATION TO INCLUDE ONLINE

Please note: Any additional mandatory costs associated with your postgraduate degree course (eg field trips, purchase of essential equipment, etc) **must** be made clear at some point in your discipline information, in order to comply with Consumer Protection Legislation.

PRODUCTION SCHEDULE

1. You supply us with the discipline-specific content for your flyers, plus contact and delivery details and the number of flyers required.
2. We edit your text and produce the artwork for your flyer. We send you a PDF of the artwork for proofing, along with a quote for the job based on your requested quantities.
3. You send a completed Internal Purchase Requisition Form. **NB No further work on the flyer can be undertaken until we receive this form, nor can it be cleared for print.**
4. You return the PDF with any alterations marked, or sign it off as approved and cleared for print.
5. If any alterations were provided, we carry them out and send you a final PDF for your approval and clearing for print.
6. Your flyers will be sent to the printers. You should receive them within two weeks of signing off your flyer with the Design Studio.

NB Proofs are supplied for you to check for final accuracy of the proof, not to amend the detail of your supplied text. Please note that CMPR will not be responsible for any delays incurred due to delays in proofing, or major 'author's changes' being made at proofing stage.

DETAILED CONTENTS

Flyers will follow an agreed format organised under the following sections:

- | | |
|--------|---|
| Side 1 | <p>Discipline/subject title (eg Civil Engineering, Politics)
<i>Supplied by you</i>
'[Subject] at Manchester'
2-3 paragraphs introducing the discipline area at Manchester.
<i>Supplied by you</i>
'Manchester offers you...'
Bullet points highlighting key benefits of studying the discipline at Manchester.
Duplicated from the box included in the postgraduate prospectus.
<i>Supplied by CMPR</i>
Subject-specific URL
<i>Supplied by you</i></p> |
| Side 2 | <p>'Research programmes' OR 'Research areas'
'Taught courses'
Lists of all research programmes and taught courses offered in this discipline area.
These lists (including titles, award, PT/FT/DL) should exactly match the information that appears in the 2012 postgraduate prospectus (unless there have been changes to your offer since the prospectus was published). TERMINOLOGY: Use 'course' for all taught degrees and 'programme' for research degrees. Use 'course units', not 'modules'.
<i>Supplied by you</i>
Postgraduate quote/s
If room, include ideally a couple of paragraphs from a named postgraduate student touching on a positive aspect of their course or subject area. Optional picture could be included.
<i>Supplied by you</i>
'Find out more'
A paragraph highlighting the further detailed information available on the online subject marketing pages, and a link to the URL.
<i>Supplied by CMPR</i>
'Contact us'
Your address, phone number and email address.
<i>Supplied by you</i></p> |

KEY DATES FOR YOUR DIARY

Friday 19 Aug 2011	You receive copy from last year or from your most recent relevant flyer/brochure to help you in the creation of this year's copy
Friday 23 Sep 2011	Your deadline for providing discipline-specific copy for the sections of your flyer as outlined above, ready for editing, plus any images you would like included
Friday 28 Oct 2011	We will provide a PDF proof to you by this date for your sign-off
Thursday 03 Nov 2011	Your deadline for providing final approval of PDF proofs, to ensure delivery in time for the Open Day on Weds 30 November 2010

CONTACT

Any questions regarding production, contact:

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